



CLIENT NAME: OAKLEY

Oakley, Inc. is a sport and lifestyle brand, driven to ignite the imagination through the fusion of art and science. Building on its legacy of innovative, market-leading optical technology, the company manufactures and distributes high performance sunglasses, prescription lenses and frames, goggles, apparel, footwear, and accessories.

CHALLENGES:

Oakley and their parent company Luxottica were experiencing and stale revenue growth for several quarters and needed to figure out a way to cut company cost somewhere. They looked to the IT department to see where savings could be had

SOLUTIONS:

Akvarr helped BB&T design and implement a custom Salesforce solution to improve efficiency of their sales and marketing team. by working closely with the marketing team that took customer feedback from their website, as well as feedback from competitor's websites, and leveraged that information with the development team to create a better customer buying experience. Akvarr also helped Macy's create several APIs to ensure the pricing on the website was consistent with that in store, so as to not suffer from any more legal issues.

RESULTS:

Upon completion of phase one of this project, Macy's saw an increase in customer satisfaction and retention, as well as a decrease in pricing legal matters, which resulted in millions of dollars saved due to lawsuits.